



**Polled and
Profitable**

"POLLED" MEANS PROGRESS

"Polled" is a word that has become increasingly important to today's progressive cattleman. More and more cattle producers see the economic advantages of hornless cattle.....

1. A savings of the time and expense involved in dehorning.
2. No losses from horn-damaged carcasses.
3. Less threat of personal injury when working cattle.

Polled Shorthorns are America's fastest growing beef breed. In 1971 they experienced a 17.5 percent increase over the preceeding year. Both figures represent the most substantial upturn scored by any beef breed during that year.

So far this year, Polled Shorthorn registrations have increased 23.6 percent over the same time a year ago. Transfers are up 25.6 percent; memberships, 22.9 percent and junior memberships, 29.4 percent.

The above statistics prove that **POLLED SHORTHORNS ARE A BREED ON THE GO!**

There are sound reasons for the Polled Shorthorn popularity. They possess the same superior gaining ability, high milking traits, docile temperament, heavier weaning weights, feed efficiency and high grading qualities which have made their parent breed, Shorthorns, world famous for nearly 300 years.

In addition, Polled Shorthorns and Shorthorns maintain a close partnership. Both breeds are recorded and transferred in the American Shorthorn Ass'n. Only one membership and one annual dues is required to record either, or both. Consequently, the Shorthorn-Polled Shorthorn breeder can produce both horned and polled cattle, if he so desires, with less registration and membership cost. He thereby can appeal to a far wider range of customers that the breeder who specializes in only one branch of the breed.

Polled Shorthorns are identified in the Shorthorn pedigree with an "x" preceding their registration number.



An impressive 2,450 lb. Polled Shorthorn bull with a 1,300 lb. Shorthorn cow. Each year, demand for Polled Shorthorn bulls far exceeds the existing supply.

POLLED SHORTHORNS TOP MINNESOTA TEST

A group of Polled Shorthorn bulls topped all English breeds at the 1972 140-day bull test of the Minnesota Beef Cattle Improvement Ass'n, Lake Benton.

Interbreed gains were:

	Avg. Daily Gain	Wt. Per Day of Age
Polled Shorthorns	3.12 lbs.	2.58
Charolais	2.99 lbs.	2.87
Hereford	2.90 lbs.	2.58
Shorthorn	2.85 lbs.	2.36
Red Angus	2.54 lbs.	2.56
Angus	2.47 lbs.	2.51
Polled Hereford	2.42 lbs.	2.28

The top-gaining bull, with a 3.56 lb. per day gain, of all English breeds was Polled Shorthorn.

For more information write:

**The American Polled Shorthorn Society
8288 Hascall Street
Omaha, Nebraska 68124**

POLLED SHORTHORNS SHOW SUPERIOR WEANING WEIGHTS

A summary of 13,371 Illinois Beef Production calf records showed Polled Shorthorn superiority at weaning time. Here are the interbreed statistics:

Breed	205-Day Adjusted Weight
Polled Shorthorns	459 lbs.
Shorthorns	444 lbs.
Herefords	424 lbs.
Polled Herefords	423 lbs.
Angus	423 lbs.

POLLED SHORTHORNS TOP ALL BREEDS IN FEEDER SALE

A pen of purebred Polled Shorthorn steers consigned by Arch and Peg Allen, Livingston, Mont., realized the top dollar return over 3,500 steers of all breeds at the 1971 Northern International Livestock Exposition, Billings, Mont.

The Allen pen was reserve grand champions over all breeds. They averaged 562 lbs., the fourth heaviest weight of the sale, and brought \$56.00 per cwt., the second highest price. Their weight and price made each steer realize \$315. . . the top price of the sale.

This is the second straight year that the Allens have achieved this record and again proves the money-making ability of Polled Shorthorns seedstock. **YOU DON'T NEED EXOTICS WHEN YOU CAN BUY POLLED SHORTHORNS!**

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